

CX Improvement - Voice Support for Leading Cab Service Provider



Business Case

Enhanced Customer Xperience of a leading cab service provider by deploying specialised agents, a supervisory model, and conducting robust customer orientation training. The voice support helped partners & customers with their queries around rides, incentives, and pay-outs.

Client Pain Points

- Poor utilisation and productivity in the process, high handling times and wastage.
- Gaps in the process leading to poor FCR and hence high repeats.
- As a result of the above, poor level of customer satisfaction, DSAT level high.

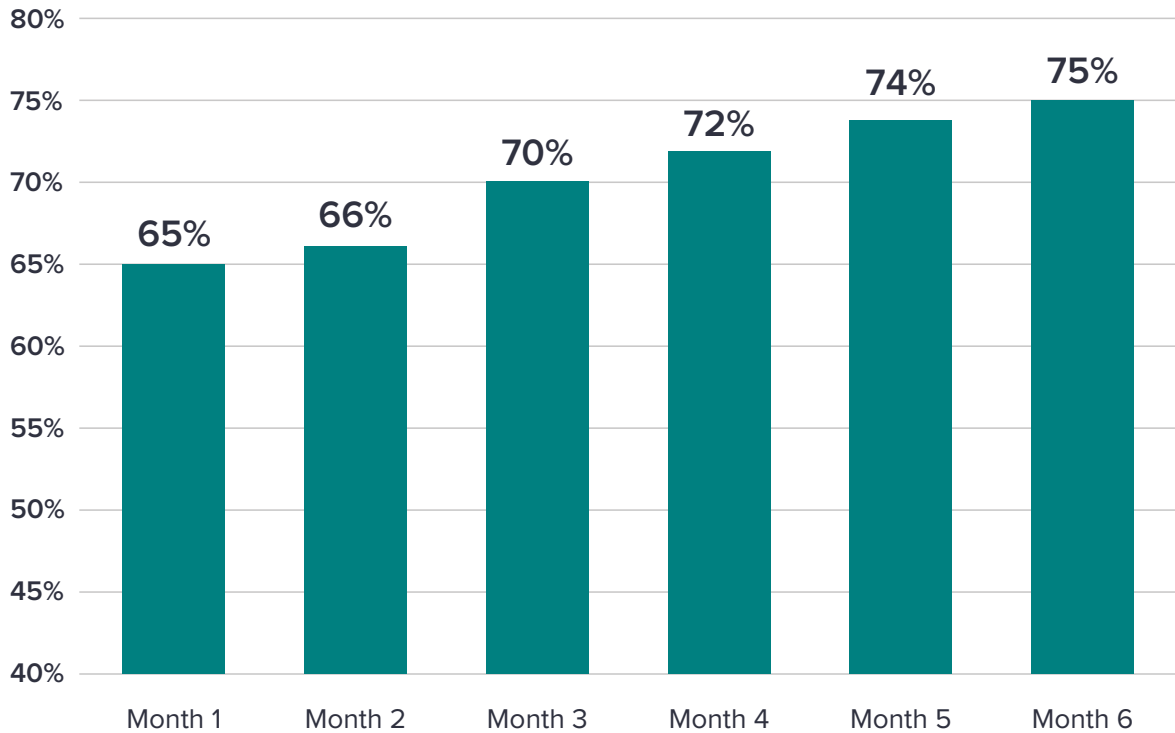
Our Approach

- Experienced specialist (Ride-hailing services) & language proficient agents with excellent soft skills were deployed.
- Efficiency improvement by reducing the NVAs from the process.
- Repeat calls reduction through agent & process-related gaps.
- Customer & Partner experience improvement.

What We Did

- Robust and persistent customer orientation trainings.
- Deployed dedicated team for Real time monitoring of all Cx parameters
- Competition wise market research and recommendations given to business
- Deployed robust supervisory governance model to have better compliance.

C-SAT TRENDS



Milestones & Achievements

- Best Schedule Adherence (95%)
- Best in class FCR - 90% FCR delivered (Partner Care) for last quarter

Win For Business

- Improved customer & Partner Experience on the Contact centre
- Reduction in overall churn rate

